

Cambric, Swiss, and Nainsook Embroideries.

(More Patterns, Prettier Patterns, More Pieces, More Yards Than All Other Richmond Stores Combined.)
The extraordinary large purchases we make of Embroideries brings to us many special price advantages not enjoyed by other stores and from these our special sales originate.

Allover Cambric Embroidery, the 75c. kind for yard.....19c.
5-and 6-row Black Inserting, used as allover embroidery, starting at yard.....10c.
About 800 patterns of 5c. Cambric Nainsook and Swiss Embroideries, 1 to 8 inches wide, worth 8 1/2 and 10c. yard.
Cambric, Nainsook, and Swiss Edges and Insertings, 8 to 10 inches wide, for yard.....12 1/2c.
Dainty Allover Baby Yoking, in bowknots, leaf, dot, and other designs, yard, from 50c. to.....\$3

A Matchless Sale of Ready-Made Wear.

Tailored Suits, Coats, Dress Skirts, Waists, Wrappers.

Matchless both in size of stock and lowness of prices. Never before in the history of this great store have we been able to offer such bargains as we have ready for this week.



Another lot of Tailored Suits at \$5.98, made of cheviot and homespun, several style jackets—double-breasted, fly front, and Eton, some silk lined; skirts entirely new pattern, good percaline lining, regular \$10, \$12, and \$14 Suits, specially priced at \$5.98.

Elegant Man-Tailored Walking Suits, in popular shades, double-breasted Etons, with stitched flare bottoms, \$20 values, for \$10.

All our High-Grade Tailored Suits in fine broadcloth and Venetians, some silk lined throughout, made in the prevailing styles, sold up to \$25, for \$17.50.

Ladies' Dress Skirts.

We place on sale to-day twelve hundred new Skirts, bought this month at manufacturer's sale at one third of regular price, and for that reason you can buy Skirts at prices mentioned below:

Black Figured Mohair Skirts, you usually pay \$1 for, 69c.
Wide Jet Black Figured Mohair Skirts, 99c.
Full-Width Black and Blue Serge Skirts, worth \$1.39, for \$1.39.
Black and Blue Serge Skirts, trimmed with two rows of satin bands, worth \$2.49, for \$1.69.
Strictly All-Wool Camel's Hair Serge, made over double lining, inverted plait back, worth \$3.50, for \$2.49.

1,350 New Wrappers.

Flannellette Wrappers, in assorted colors, braid trimmed and 12-inch flounce, 98c. value, for 59c.
Black and White Percale Wrappers, in all sizes, with shoulder epaulettes and 12-inch flounce, \$1.25 value, for 89c.
High-Grade Satin Striped Flannellette Wrappers, in beautiful patterns, shoulder trimming and ruffled bottom, positively \$1.50 garment, for \$1.

All Plush Capes Less Than Half Price.

We place on sale our entire stock of Plush Capes at less than half the original prices.
\$3.50 Braided Plush Capes, \$1.50.
\$5.98 38-inch Plush Capes, and handsomely braided ones, for \$2.50.
\$8.98 Extra Length Plush Capes, Skinner's satin lined, for \$3.50.
\$10 and \$12.50 Plush Jackets, some jet trimmed, for \$5.98.

Ladies' Waists.

Colored Flannel Waists, in assorted colors, \$1 values, for 59c.
Red, Blue, and Black All-Wool Tricot Waists, lined throughout and bishop sleeves, for \$1.
\$2.50 Flannel Waists, in various styles and colors, for \$1.39.
Black Taffeta Silk Waists, tucked front and back, with new sleeves, for \$2.50.

Lowell's Finest Axminster Carpets, \$1.37.

Our attention was called to this price by a Richmond man, who, when in New York lately, bought one of these Lowell Axminster Carpets and paid \$1.75 for same. He asked our services in laying it, which, together with his freight, brought the cost very near two dollars a yard. He could have bought the same pattern \$1.37 and same brand here for.

All the fine makes of Carpets at special prices.
Hartford's Axminster Carpets, regular price \$1.50, our price \$1.09.
Smith's Axminster Carpets, regular price \$1.25, our price 98c.
Sanford's Wilton Velvet Carpets, regular price \$1.25, our price 95c.
Smith's Wilton Velvet Carpets, regular price \$1.25, our price 95c.

We have two special qualities of Yard-Wide Two-Ply Carpets, which are very much under regular prices, through no fault of Carpet or patterns, but which came to us through a very extensive purchase made by our syndicate. One is the very best make of All-Wool, usually selling at 75c. our price.....50c.
The other is a special make of 50c. goods, selling at 25c. yard.

1,650 Rolls of New Matting

are now stored away in our warehouse, with samples ready for your selection on third floor show-room. These are from a firm of importers, who, in anticipation of trouble in getting Matting from China, placed much larger orders than they were able to pay for when they finally arrived. To raise the necessary cash they sold many thousands of rolls at reduced prices, and the result is these three special lots of Matting, which we hardly think you will be able to duplicate this season after these are sold out.

The most beautiful patterns, are the best 45c. quality, every color in this purchase, selling, yard.....33c.
Mattings that weigh 2 1/2 pounds to the yard and are easily recognized as best of 35c. close weaves, are in this purchase selling, yard.....25c.
Mattings that weigh 75 pounds to the 40-yard roll, are free from seams, are in this purchase selling, yard.....10c.

The Closing Sale of Furs.

The assortment grows less under the strain of reduced prices, and commencing to-morrow the prices of these remaining grow still less. All the Muffs are now ready at these reduced prices.

\$20 Genuine Mink Muffs for.....\$14.95
\$18 Brown Mink Muffs for.....\$12.95
\$15 Mink Muffs for.....\$10.95
\$12 Alaska Seal Muffs for.....\$8.95
\$10 Persian-Lamb Muffs, with Brown Marten edge, for.....\$7.95
\$8 Light Brown Marten Muffs for.....\$5.95
\$6 Astrachan Muffs for.....\$3.95
\$5 Red Fox Muffs for.....\$2.95
\$4 Silver Fox Muffs for.....\$1.95
\$3 Gray Fox Muffs for.....\$1.95
\$2.50 Sable Hair Muffs for.....\$1.95
\$2.25 Grise Breast Muffs for.....\$1.95
\$2.00 Beaver Muffs for.....\$1.95
Genuine Brown Marten Cluster Collar-ette, with eight large tails, was \$12.50.....\$12.50

1901 Printed Habutai Silk, 59c.

Barely a week since they landed in America, and hardly a city in the United States where they do not retail at seventy-five cents but they are to be displayed at The Meyer Store's counters—sale at, yard.....59c.

New Solid and Louisiana Silks, in hem-stitched and dots, in a large variety of colors, a stylish waist silk, per yard for.....\$1.50
New Striped Louisiana Silk, for waists, in Old-Rose, Sage, Canary, Gray, Blue, Castor, and Heliotrope, per yard for.....\$1.50
Advanced styles in New Satin-Finished Foulards, 1,400 yards or more to select



VISIT THE HALF-PRICE STORE ON THIRD FLOOR.

Sensational Corset Sale.

French Corsets, 50c.
C. B. Corsets, 50c.
R. G. Corsets, 50c.
W. B. Corsets, 50c.

Corsets that cost \$1, \$1.50, \$2, \$4, and \$5. These are styles which the manufacturers discontinued to make, and as we cannot get complete assortment of sizes, we are to close them out at a sacrifice. Owing to Friday's snow-storm the sale of these, which was set for that day, has been delayed until Monday. We cannot impress upon you too strongly that while this seemingly is exaggeration, you will find every Corset stamped as above, and formerly sold at prices as told of. Any one, or as many as you want, per pair.....50c.

Cleaning-Up All the Incomplete Assortments

Winter Underwear

brings the biggest bargains yet announced. You can have a size larger or smaller if price is half or near half. Sale on main floor.

75c. will buy Ladies' 75c. Heavy Fleece-Lined "Onetia" Union Suits, in Cream and Gray.
70c. will buy Ladies' \$1.50 Wool "Onetia" Union Suits, in Gray and Cream.
85c. will buy Ladies' \$2 Solid Black Wool "Onetia" Union Suits.
40c. will buy Ladies' \$1 Natural Wool Vests.
10c. will buy Infants' 12c. Heavy Fleece-Lined Jersey Ribbed Wrappers.
60c. will buy Children's 70c. All-Wool Medicated Jersey Ribbed Vests and Pants.
50c. will buy Children's 17, 20, and 25c. White Merino and Jersey Ribbed Vests and Pants.
25c. will buy Children's 50c. Fleece-Lined Jersey Ribbed Union Suits.
17c. will buy Boys' Heavy Fleece-Lined and Jersey Ribbed Shirts and Drawers.
20c. will buy Men's 50c. Heavy Fleece-Lined and White Merino Shirts and Drawers.
30c. will buy Men's \$1 and \$1.25 Silk-Fleece, Natural-Wool, and Camel's-Hair Shirts and Drawers.
30c. will buy Men's 50c. Natural Wool Shirts.
70c. will buy Men's \$1 All-Wool Medicated Red Flannel Shirts and Drawers.
70c. will buy Men's \$1 Pure Lamb's-Wool Fleece Shirts and Drawers.
50c. will buy Men's \$1.50 Lamb's-Wool, Fleece, Jersey Ribbed Shirts and Drawers.

Hair-Dressing Parlors, Manicure Parlors.

Now on the Book Balcony.
Latest Novelties in Hair Goods.
Parrot Pompadours.....\$2 up
Complete assortment of Hair Goods.....\$2 up
A 24-inch Hair Switch, unequalled elsewhere for \$1.50, any shade.....50c.
A special line of Gray-Mixed Hair Switches for.....\$1.50
All kinds of Hair Goods and Wigs on hand and made to order.
The Model Face Steamery the best and most complete, with alcohol lamp included.....\$1.25
On exhibition in Hair-Dressing Department.
Medina Hair Tint, restores gray hair to its natural color, and will not wash off, per box.....\$1.50
Expert Manicuring.....35c.
Stillman's Guaranteed Remedies for Freckles, per box.....50c.

Something is Wrong With Your Clothing.

say many visitors, and when pressed for a reason it's invariably: "They look all right, and they fit all right, but the prices are so much less than I am in the habit of paying for my clothes."

Men's and Boys' Suits, Pants, and Overcoats

with the avowed purpose of closing out a fifteen-thousand-dollar surplus stock—in every instance without profit, in many instances at an actual loss—we say pick out what you want and we send it home for close inspection—for comparison with any you have bought or can buy now. If our present sale prices do not bring you a better Suit, Pants, or Overcoat than you can get to compare with them, send them back without feeling you've done us an injury. We'll thank you for the favor of calling. When considering our reduced prices kindly take note that the Suits are sold for one fourth less than at exclusive stores.

At \$4.95 Cheviot Suits, Oakland Cheviot Suits, and Dickey's Kersey Suits, which we have repeatedly sold at special features at \$7.45.
At \$6.95 Suits, Stripe Cheviot Suits, Plaid Cassimere Suits, Dark Solid Color Suits, which we would have you compare with any suit you have seen at \$10 and \$12.50.
At \$3.95 you may choose from Tan Covert Top Coats, that have sold up to \$7.45.
At \$5.45 you may choose from Navy Blue Raw-Edge Kersey Overcoats, somewhat all-wool serge linings, which we would have you compare with \$8.00 to \$10.
At \$3.95 Suits, Gray Striped and Plaid Cheviot Suits, and Blue and Black Twilled Thibet Suits, which have sold for \$5, \$6, and \$7.45.
At \$7.55 you may choose from All-Wool Navy Blue and Black Kersey, Tan Coverts, Oxford Gray Overcoats, with plain back, and Fry's Oxford, Cheviot Overcoats, with velvet collar and satin yokes, that sold upwards of \$18.
At \$7.55 Suits, Reversible Cassimere Suits, Imported Scotch Cheviot Suits, Homespun Cheviot Suits, dark and light color, Check or Striped Worsteds Suits, many of which are displayed on sale at \$15 and \$16.
At \$1.75 choose from Men's best three-dollar Hats in Fedoras and Derbys.
At \$2.50 you may choose from Little Boys' Vestee Suits, in fifteen different styles, that were the pride of effects, square fronts, corduroy Russian blouse, tan covert blouses and Dickey's Kerseys. Every suit sold for \$4 to \$5.
At \$3.50 you may choose from Boys' Double-Breasted Suits, in fifty shades and patterns, made of the very best material; imported Scotch Cheviots, Velour Cassimere, Dickey's Kerseys, English Cassimere, French Tweeds, and Herringbone Cheviots, all of our \$4.50, \$5, \$6, and \$7 Suits.
At 98c. you may choose from Little Boys' Overcoats, in Oxford Gray Cheviots, made with velvet collars, fly front, buttonholes and twill linings; a \$2.50 Overcoat; ages 5 to 15 years.
At \$1.98 Gray, and Solid Blue Melton Overcoats, fly front, velvet collar, in three-quarter lengths and Farmer's Satin Linings, a \$3.50 coat.

New Lining Effects.

36-inch Mercerized Taffeta Tailor Lining, full silk finish, all colors and Black, 12c. quality, yard.....12c.
36c. quality Mercerized Tailor Linings, all colors, handsome as silk taffeta, and stronger, yard.....12c.
36c. Silk-Finished Satin Skirting, superior finish, Black and colors, yard.....25c.
36c. Extra-Finish Italian Cloth, bright satin effect, newest colorings, yard.....30c.
Short-Length Silesia, good 10c. quality, in Black, White, Brown, and Gray, yard.....35c.

New Spring Worsted Dress Goods.

(Many Are Ready for Selling.)

The Winter Worsted Dress Goods

(Are All Selling at Special Prices.)

New French Flannels, a Special Bargain, 39c.

Select from stripes, figures, and various sized dots on Black, Navy, Royal Blue, Red, Cream, Violet, and Green Grounds, up-to-date effects, quality pure wool, for waists, dressing sacques, house dresses. The identical Flannels to be sold at sixty-five cents. Another evidence of the Meyer Store's purchasing power in this sale at 39c. a yard.

Soliel, queen of spring fabrics, soft, satin finish, almost cloth weight, latest colorings, yard.....\$1
14-inch Granite Sulting, seasonable, crisp stuff, worth \$7.50, Green, Reseda, Blue, Brown, and Slate Mixes, a genuine opportunity, yard.....50c.
New Shades Imported Plaids, brightest color combinations, 75c. value, choice, yard.....60c.
58-inch Pure Wool Kersey, the \$12.50 quality, new color effects, unlined skirting, yard.....\$1
3 designs Two-Faced Plaid Skirting, plain face, sold at 30c., about 40 yards in all, yard.....15c.
58-inch Kersey Clothing, Garnet, Elsie, Brown, Green, and Castor, \$2.50 stuff, choice, yard.....\$2.50
29 yards each Garnet and Castor Kersey Cloth, 54-inch stuff, sold \$2, now, yard.....\$1.50

White Enamelled Beds, Brass Rail, \$5.50.

These are Full Double Size Beds, which are catalogued at \$9.50 and are now sold for less because the manufacturers is to drop this pattern from his line. It's a good time to buy a new bed.

\$11 Iron Bed, three-quarter size, bow foot, brass rail, now.....\$6.50
\$12 Iron Bed, full size, brass trimmed, now.....\$12.50
\$12 Iron Bed, 5 feet 6 inches high, 6 feet 2 inches long, 4 feet 6 inches wide, 12-inch pillars, heavy filling, 12-inch brass rod, 2-inch-brass vases, now.....\$17.50
\$8 Iron Bed, three-quarter size, brass rail, now.....\$5.50
\$250 Plant Stands, solid Golden Oak, for.....29c.

Domestics in Bargain Basement.

Yard-Wide White Wool Flannel, reduced from 50c. yard to.....37c.
All-Wool Red Flannel, extra-heavy twilled, yard.....18c.
9-4 Bleached Sheet, 25c. value, for yard.....13c.
10-4 Bleached Sheet, good, heavy, heavy quality, for yard.....12c.
Remnants of Unbleached Cotton for yard.....7c.
Remnants of Heavy Bath Towel, for yard.....5c.
Remnants of Flannel, 8c. value, for yard.....5c.
Yard-Wide Lonsdale Bleached Cotton, regular 9c. value, for yard.....5c.
Burley Long Cloth, regular 12c. value, for yard.....11c.
Full 10-4 size Bleached Sheets, laundered ready to use, each.....60c.

Marseilles and Crochet Quilts in Bargain Basement.

Real Marseilles Quilts, full size, 3 new patterns, regular \$2.50 value, for.....\$2
Imported Marseilles Quilts at, each, \$1, \$5, and \$6
Very Heavy Crochet Quilts, new and desirable, Marseilles patterns, \$1.50 value, for.....\$1.25
Extra-Size Crochet Quilts, fringed at around, for iron beds, each.....\$1.50
Mitchell Blue and Red Mixed Quilts, absolutely fast colors (very often used for crum clothes).....\$1.39
All-Wool Blankets, 60 by 80 inches, weighs 4 pounds, \$1.50 value, for.....\$1.25
12 pairs left of those Soiled Blankets at greatly reduced prices.
10-4 White and Gray Cotton Blankets, reduced to, pair.....50c
Fancy Plaid Bath Robes, regular \$1.50 value, for, each.....95c.

Linens in Bargain Basement.

60-inch Pure Linen Bleached Damask, new and desirable patterns, yard.....50c.
Pure Linen Damask Doilies, colored borders, regular 50c., dozen kind, for, each.....25c.
Turkish Bath Towels, extra heavy, double thread, bleached, regular 25c. value, for 12c. each.....12c.
All-Linen Knotted-Fringed Damask Towels, White and colored borders, 12c. value, for, each.....5c.
Pure Linen German Dice Pattern Dinner Napkins, \$1.25 value, for, dozen.....75c.
Bleached Cotton Crash, Twilled, 60 inches wide, yard.....15c.
27-inch Cotton Birdseye, full 10-yard pieces, for, piece.....50c.

Ready! New Spring Wash Goods.

Johnson's 32-inch Fine Corded Madras (single), 60 new patterns, 18c. value, for yard.....12c.
Koechlin's Finest French Organdies, 1901 styles, regular 90c. value, 100 patterns, here at yard.....15c.
Embroidered Dotted Dimity, dainty new printings, others ask 15c., here in great variety at, yard.....12c.
Yard-Wide Fine Sheer Batiste, long stripes and figures, the new up-to-date designs, instead of 10c. yard.....8c.
Imported Dotted Swiss, exclusive designs, yard, from 2 to.....75c.

Black Dress Goods Specials.

"Soliel," a new fabric, 44 inches wide, 1c. Granite Cloth, 44 inches wide.....75c.
Camel's-Hair Cloth, 44 inches wide.....10c.
Cheviot, a special finish, 52 inches wide.....50c.
Heavy Cheviot, 28 inches wide.....50c.
Kersey Cloth, makes very heavy walking skirts, 62 inches wide.....75c.

We Have Revolutionized the Retail Shoe Business

as conducted in Richmond. It's the rule of the day to adopt January and February as the months during which all the old shoe stocks are worked off on the public at reduced prices. You are supposed to buy the show-room shoes, because business was not good enough to enable the merchant to sell earlier. Not so here. During the busy Xmas season we were holding special sales of Shoes, and on January 2nd our Shoe buyer was in the shoe-making districts of Massachusetts dickering with shoe factories, who were getting ready to take inventory, and would prefer showing to stockholders a surplus of cash than shoes. The result has been a series of sales of new shoes here which have sent our gross sales soaring away above any previous year, and to-morrow we add another to the sale which will bring shoe buyers from far and near.

\$1 Shoes for Women Are Made of Sheepskin.

Ask any shoe dealer or drummer and he will tell you so—and he will further tell you that they are better to look at than to wear—so we steer as clear of sheepskin shoes as possible, even if we have to pay a dollar a pair for them, and sell them over to you at the same, but we have started a sale of 984 pairs—61 cases of 24 pairs each—of Women's Shoes, made of fine Vici Kid, with the very newest shape English toes, of plain enameled patent leather; vamps are of 3-4 foxed headed; all solid leather heels, counters, outsoles and insoles, kid and silk top facings, good broad widths, all sizes, 2 1/2 to 8; not a single pair have ever been offered at retail before. They are in perfect condition, and we will give a new pair for any pair which does not give a full one dollar and a half worth of wear. We have to the sale added from our own stock all the narrow widths of John Kelly's and Carlisle's shoes, which are the balance of our recent \$2 sale, from which you may pick.

Any Pair of These Shoes for Ladies at One Dollar.

15 and 17c. All Silk Ribbons, 9c.

(Plain Taffeta, Satin and Fancies.)

12 1/2 and 15c. All-Silk Ribbons, 7c.

(Satins and Taffetas.)

25c. 5-inch Wide Ribbons, 12c.

(Pastels Hemstitched Changeable and Fancies.)

Nos. 5, 7, and 9 All-Silk Ribbons, 3c. Yard.

(Satin and Taffeta Ribbon in Remnant lengths.)

This is a "continuation of one of the greatest Ribbon sales we ever saw." The Passavant Company, one of the largest commission houses in the world, gave up one of its accounts and closed out its entire line of Ribbons, reducing prices a third and more. This is so seldom done with staple Ribbon that it created a trade sensation, and we have been selling more Ribbons by double than the busiest Ribbon season of any former year.

Monday Is Shirt Day at Meyer's.

The famous "Garland" Brand Shirts, made with pure linen bosom, body made of New York Mills muslin, reinforced back and front, patent gussets and stays, no better made for the price we ask is.....50c.
Men's White Unlined Shirts, Union linen bosom, body made of heavy muslin, patent gussets, stays, and neck-bands, for.....35c.
Men's Percale Working Shirts, with 3 separate collars, full size and well made, for.....39c.

Special Made Window-Shades, 25c.

By placing a single order for 10,000 Shades we are enabled to offer, commencing to-morrow—Shades three feet wide and six feet long, of best quality linen opening, in every desirable color, including all the new shades, fitted on as good a roller as can be bought; sold complete.....25c.
Shade Department—Third Floor.

Some Special Rugs.

6-foot-long Wool Smyrna Rugs, fringed ends, all new patterns.....\$3
6-foot-long Wool Smyrna Rugs, all new patterns.....\$1.50
Large Size White Fur Rugs.....\$2.50
Floor Oil-Cloth, 2 yards wide, a square yard for.....19c.
Wild's Linoleums, 2 yards wide, a square yard for.....40c.
Large Size Cocoa Door Mats.....60c.

\$25 Fur Coats for \$15.

Of the grand assortment of Fur Coats you saw here nearly a month ago, there are very few left. They comprise Near-Seal Coats, lined with very finest of silk linings, and Astrachan Bolero Coats, lined with heavy satin. You may pick from these at.....\$15
Our entire stock of Fur Coats and high-class novelties at similar price reductions.

\$12.50 Plush Coats, \$5.98.

These are Plain, Heavy Plush Coats. Some with jet applique, silk lined coats, and were sold very largely through the season at \$12.50. Our entire lot, commencing Monday, at.....\$5.98